# Figures

2.1 Place branding: a multi-dimensional framework 28  
4.1 Factors that contribute to the accomplishment of the vision 60  
4.2 Degree of implementation of promotional policies in relation to the city/place branding image 65  
5.1 *Madrid Global* organisational chart 79  
5.2 Madrid 2016 logo 81  
5.3 Open Cities logo 84  
6.1 Image, expectations and feedback mechanisms 92  
6.2 The Province of Grosseto in Italy and Tuscany 98  
6.3 The statue of the *buttero* 102  
6.4 Mayor A. Antichi 104  
6.5 The ‘Canapone’ 106  
6.6 Promotion images of Tuscany 1 113  
6.7 Promotion images of Tuscany 2 114  
7.1 The logotypes and flags of Wales and Catalonia 124  
7.2 Illustration of the Catalonia brand created using the Visone program 125  
7.3 Illustration of the Wales brand created using the Visone program 126  
7.4 Illustration of the Great Britain brand using the Visone program 127  
7.5 Illustration of the Cardiff brand using the Visone program 129  
7.6 Illustration of the Spain brand using the Visone program 130  
7.7 Illustration of the Barcelona brand using the Visone program 132  
8.1 The place branding triad 141  
8.2 Place branding actors and processes 143  
8.3 *Branding Aalborg* – logo and merchandise 146  
11.1 The American Customer Satisfaction Index (ACSI, 2008) 195  
11.2 Working model of resident place satisfaction 196  
12.1 Greenwich Council logo 216  
12.2 Innsbruck Tourismus logo 216  
12.3 Südtirol logo 216  
12.4 *be* Berlin logo 217  
12.5 San Francisco Convention and Visitors Bureau logo 217  
12.6 Discover Tasmania logo 218